PlanetFeedback Welcomes You! - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/homepage
What's Related
planetfeedback.com
the voice of one...the power of many™
quickfeedback
I have a Compliment Complaint
Question Suggestion
..about: Company Name Go!
03/22/2000
home
write a letter
myfeedback
buyersbuzz
ratings
resources
about us
site map
our manifesto
feedback on us
site help
Company Finder
Thousands and growing!
From the Founder
Viva Consumer!
Quick Poll
Your vote counts!
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Tell corporate America what you really think about its products and services. Fire off a letter in seconds and get results with PlanetFeedback!
To get started, click on an industry. If you don't see the one you want, click Other. And visit often, because we're busy adding new industries and features.
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Hotels
Car Rental
Delivery Services
Top E-commerce Sites
Personal Computers
Internet Service Providers
Other...
HALL of FLAMES
letters that sizzle
HALL of PRAISE
letters that rave
RESPONSE of the WEEK
what they said
<<buyersbuzz™>> HIGH OCTANE NEWS TO BOOST YOUR CONSUMER I.Q.℠
Document Done

FIG. 1

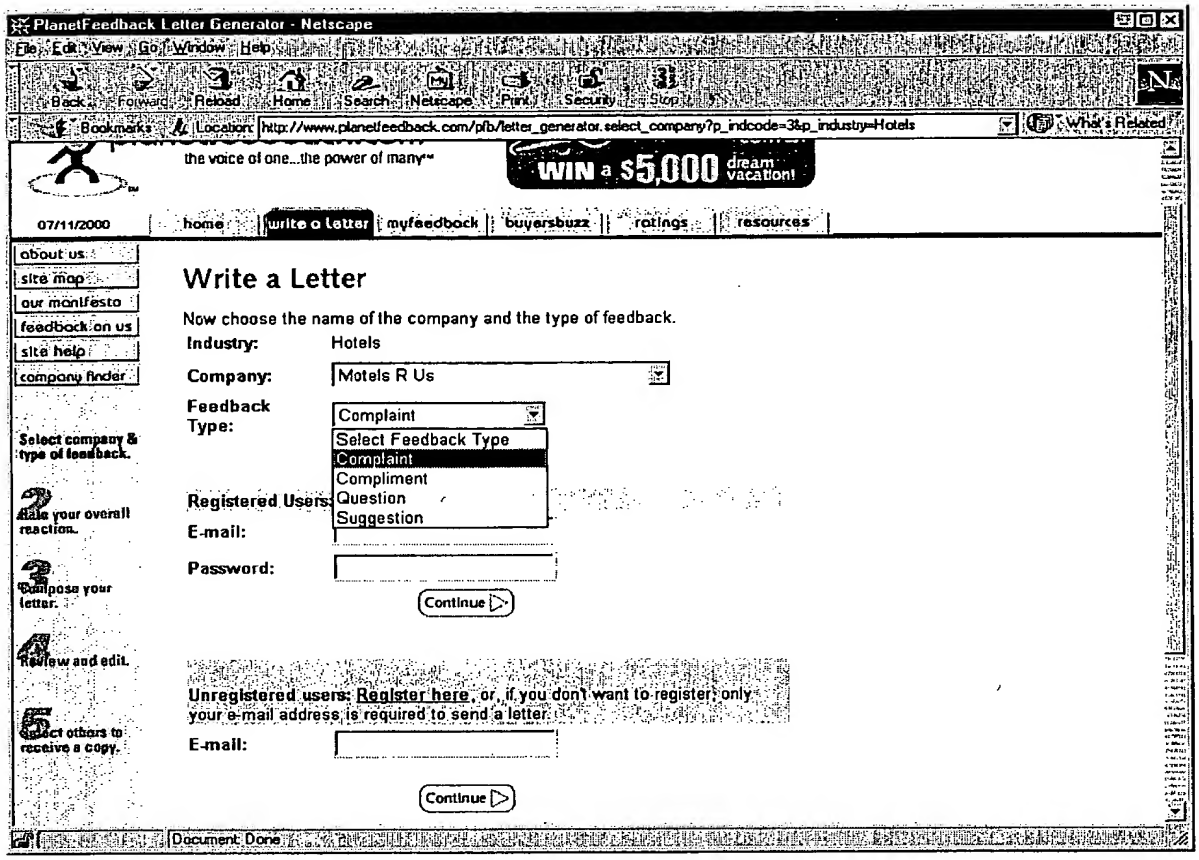

PlanetFeedback Letter Generator - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/letter_generator.select_company?p_indcode=3&p_industry=Hotels
What's Related
the voice of one...the power of many™
WIN a $5,000 dream vacation!
07/11/2000
home
write a letter
myfeedback
buyersbuzz
ratings
resources
about us
site map
our manifesto
feedback on us
site help
company finder
Select company & type of feedback.
Rate your overall reaction.
Compose your letter.
Review and edit.
Select others to receive a copy.
Write a Letter
Now choose the name of the company and the type of feedback.
Industry: Hotels
Company: Motels R Us
Feedback Type: Complaint
Select Feedback Type
Complaint
Compliment
Question
Suggestion
Registered Users:
E-mail:
Password:
Continue
Unregistered users: Register here, or, if you don't want to register, only your e-mail address is required to send a letter.
E-mail:
Continue
Document: Done

FIG. 2

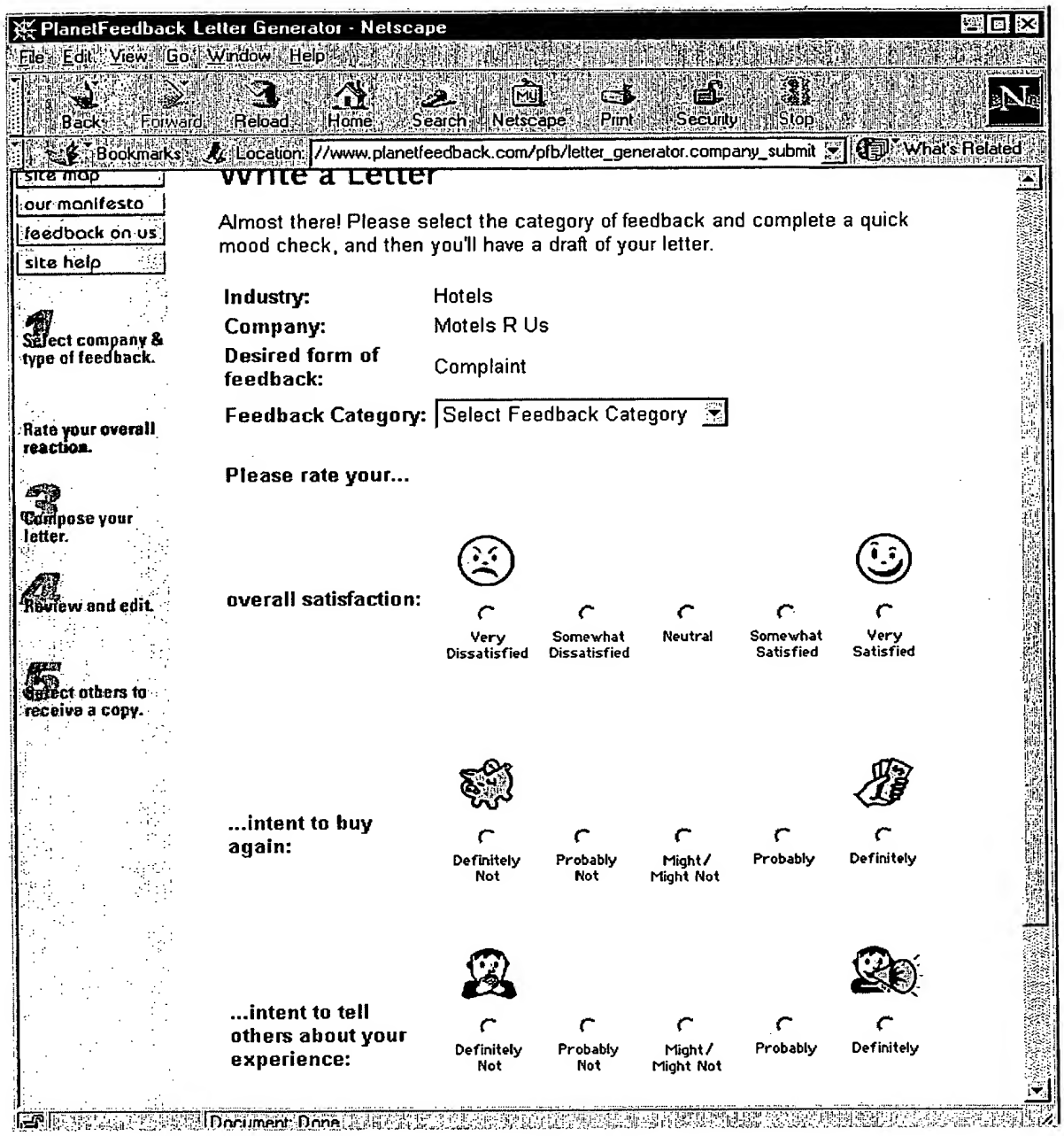

PlanetFeedback Letter Generator - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: //www.planetfeedback.com/pfb/letter_generator.company_submit What's Related
site map
our manifesto
feedback on us
site help
1 Select company & type of feedback.
Rate your overall reaction.
3 Compose your letter.
4 Review and edit.
5 Select others to receive a copy.
Write a Letter
Almost there! Please select the category of feedback and complete a quick mood check, and then you'll have a draft of your letter.
Industry: Hotels
Company: Motels R Us
Desired form of feedback: Complaint
Feedback Category: Select Feedback Category
Please rate your...
overall satisfaction:
Very Dissatisfied
Somewhat Dissatisfied
Neutral
Somewhat Satisfied
Very Satisfied
...intent to buy again:
Definitely Not
Probably Not
Might / Might Not
Probably
Definitely
...intent to tell others about your experience:
Definitely Not
Probably Not
Might / Might Not
Probably
Definitely
Document: Done

FIG. 3

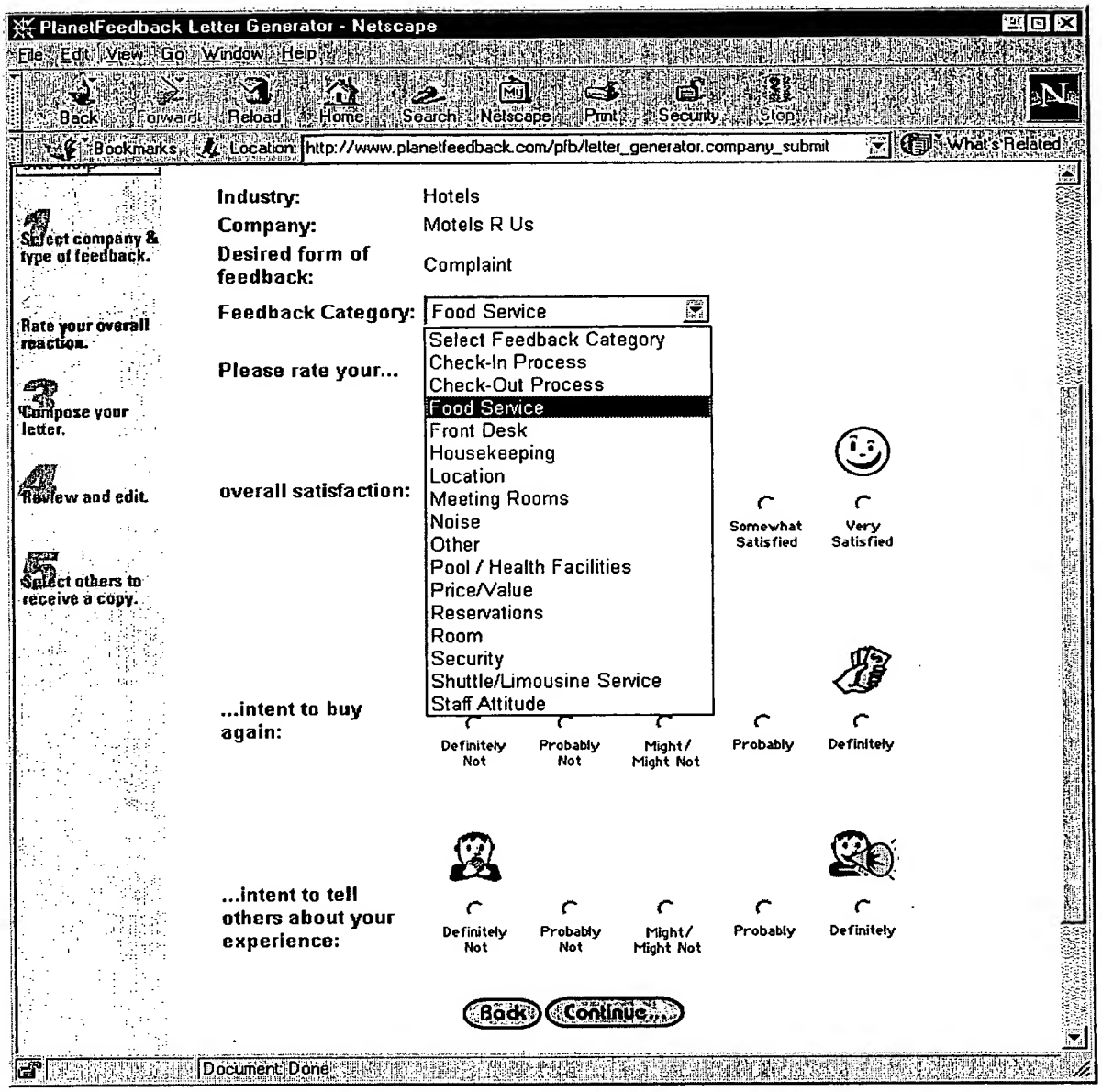

PlanetFeedback Letter Generator - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/letter_generator.company_submit
What's Related
Select company & type of feedback.
Rate your overall reaction.
Compose your letter.
Review and edit.
Select others to receive a copy.
Industry: Hotels
Company: Motels R Us
Desired form of feedback: Complaint
Feedback Category: Food Service
Select Feedback Category
Check-In Process
Check-Out Process
Food Service
Front Desk
Housekeeping
Location
Meeting Rooms
Noise
Other
Pool / Health Facilities
Price/Value
Reservations
Room
Security
Shuttle/Limousine Service
Staff Attitude
Please rate your...
overall satisfaction:
Somewhat Satisfied
Very Satisfied
...intent to buy again:
Definitely Not
Probably Not
Might/ Might Not
Probably
Definitely
...intent to tell others about your experience:
Definitely Not
Probably Not
Might/ Might Not
Probably
Definitely
Back
Continue
Document: Done

FIG. 4

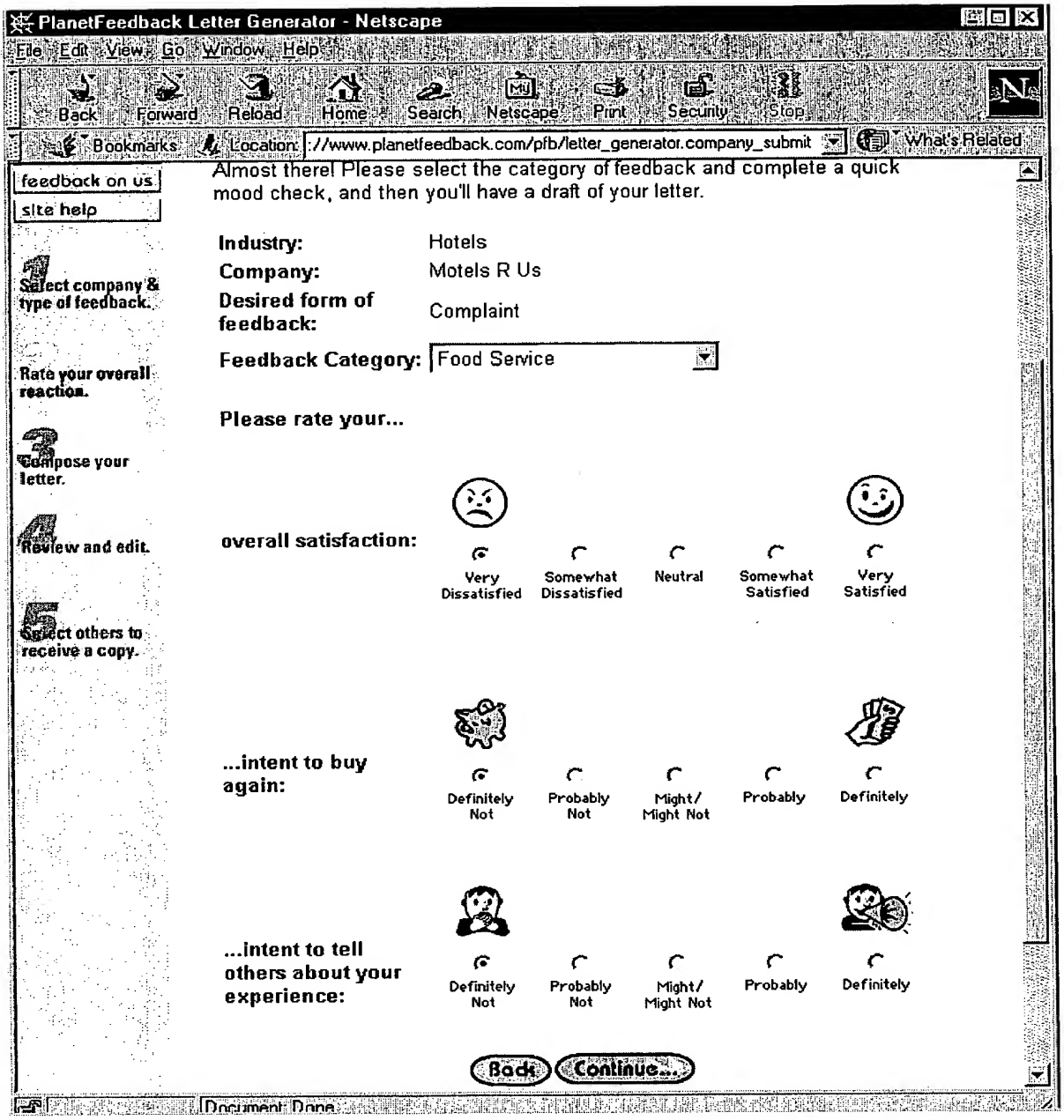
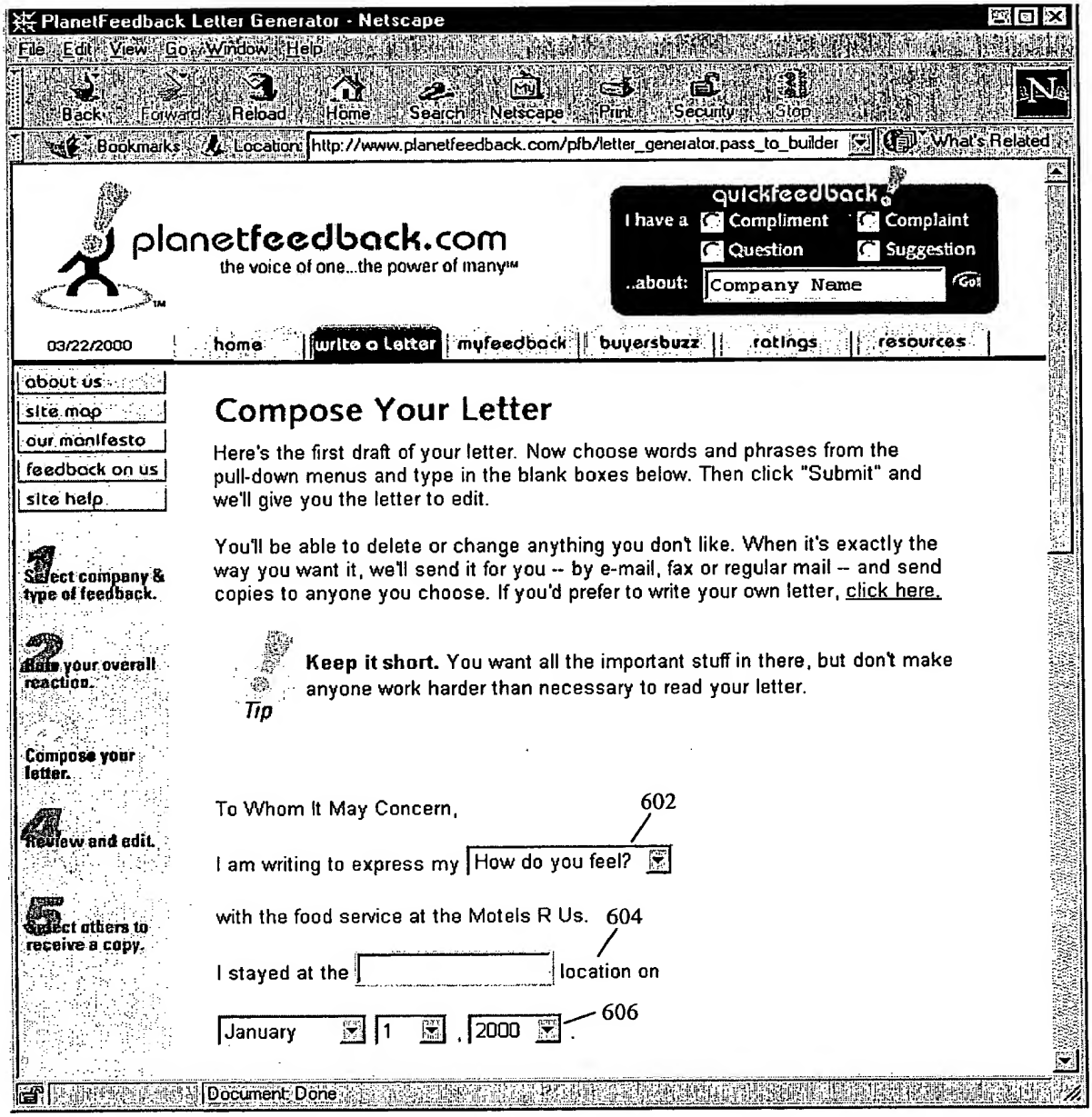

PlanetFeedback Letter Generator - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: ://www.planetfeedback.com/pfb/letter_generator.company_submit What's Related
feedback on us
site help
1 Select company & type of feedback.
Rate your overall reaction.
3 Compose your letter.
4 Review and edit.
5 Select others to receive a copy.
Almost there! Please select the category of feedback and complete a quick mood check, and then you'll have a draft of your letter.
Industry: Hotels
Company: Motels R Us
Desired form of feedback: Complaint
Feedback Category: Food Service
Please rate your...
overall satisfaction:
Very Dissatisfied
Somewhat Dissatisfied
Neutral
Somewhat Satisfied
Very Satisfied
...intent to buy again:
Definitely Not
Probably Not
Might/ Might Not
Probably
Definitely
...intent to tell others about your experience:
Definitely Not
Probably Not
Might/ Might Not
Probably
Definitely
Back
Continue...
Document: Done

FIG. 5


PlanetFeedback Letter Generator - Netscape
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Bookmarks Location: http://www.planetfeedback.com/pfb/letter_generator.pass_to_builder What's Related
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quickfeedback
I have a Compliment Complaint Question Suggestion
..about: Company Name Go!
03/22/2000
home
write a letter
myfeedback
buyersbuzz
ratings
resources
about us
site map
our manifesto
feedback on us
site help
1 Select company & type of feedback.
2 Rate your overall reaction.
Compose your letter.
4 Review and edit.
5 Select others to receive a copy.
Compose Your Letter
Here's the first draft of your letter. Now choose words and phrases from the pull-down menus and type in the blank boxes below. Then click "Submit" and we'll give you the letter to edit.
You'll be able to delete or change anything you don't like. When it's exactly the way you want it, we'll send it for you -- by e-mail, fax or regular mail -- and send copies to anyone you choose. If you'd prefer to write your own letter, click here.
Tip
Keep it short. You want all the important stuff in there, but don't make anyone work harder than necessary to read your letter.
To Whom It May Concern,
602
I am writing to express my How do you feel?
with the food service at the Motels R Us.
604
I stayed at the location on
January 1 , 2000 .
606
Document: Done

FIG. 6A

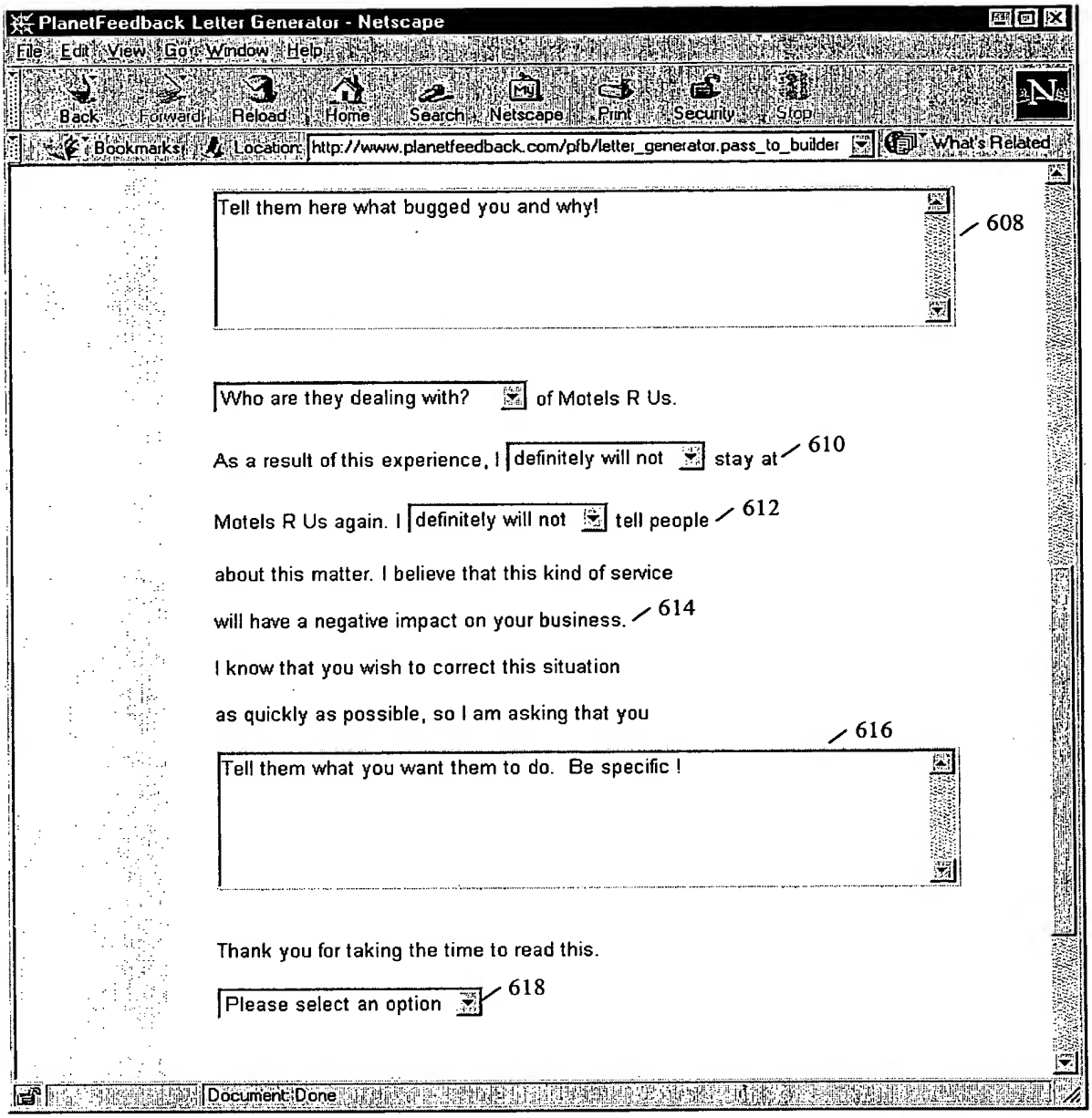
PlanetFeedback Letter Generator - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/letter_generator.pass_to_builder
What's Related
Tell them here what bugged you and why!
608
Who are they dealing with?
of Motels R Us.
As a result of this experience, I
definitely will not
stay at
610
Motels R Us again. I
definitely will not
tell people
612
about this matter. I believe that this kind of service
will have a negative impact on your business.
614
I know that you wish to correct this situation
as quickly as possible, so I am asking that you
616
Tell them what you want them to do. Be specific !
Thank you for taking the time to read this.
Please select an option
618
Document: Done

FIG. 6B

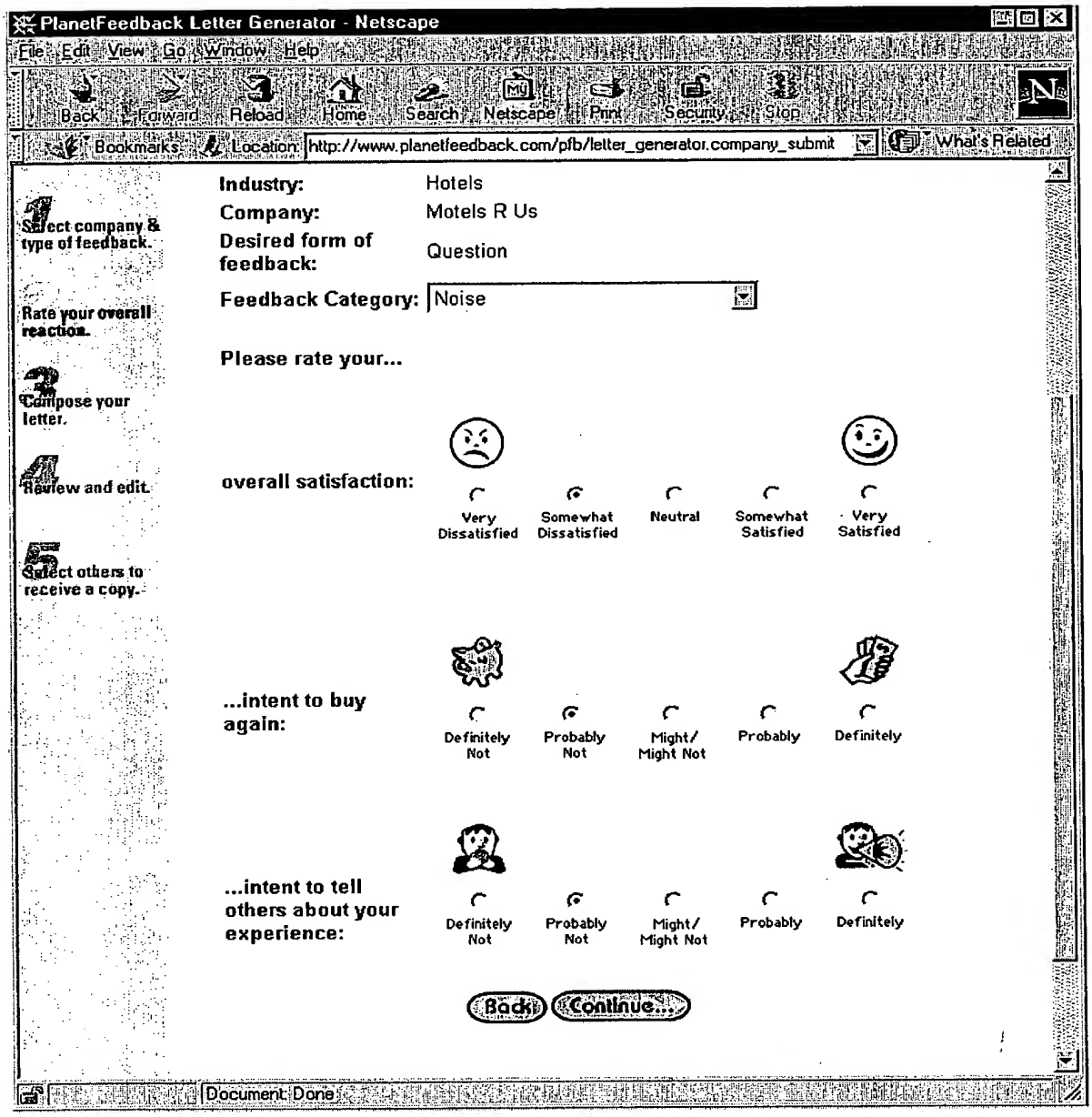
PlanetFeedback Letter Generator - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/letter_generator.company_submit
What's Related
1 Select company & type of feedback.
Rate your overall reaction.
2 Compose your letter.
4 Review and edit.
5 Select others to receive a copy.
Industry: Hotels
Company: Motels R Us
Desired form of feedback: Question
Feedback Category: Noise
Please rate your...
overall satisfaction:
Very Dissatisfied
Somewhat Dissatisfied
Neutral
Somewhat Satisfied
Very Satisfied
...intent to buy again:
Definitely Not
Probably Not
Might/ Might Not
Probably
Definitely
...intent to tell others about your experience:
Definitely Not
Probably Not
Might/ Might Not
Probably
Definitely
Back
Continue...
Document: Done

FIG. 7

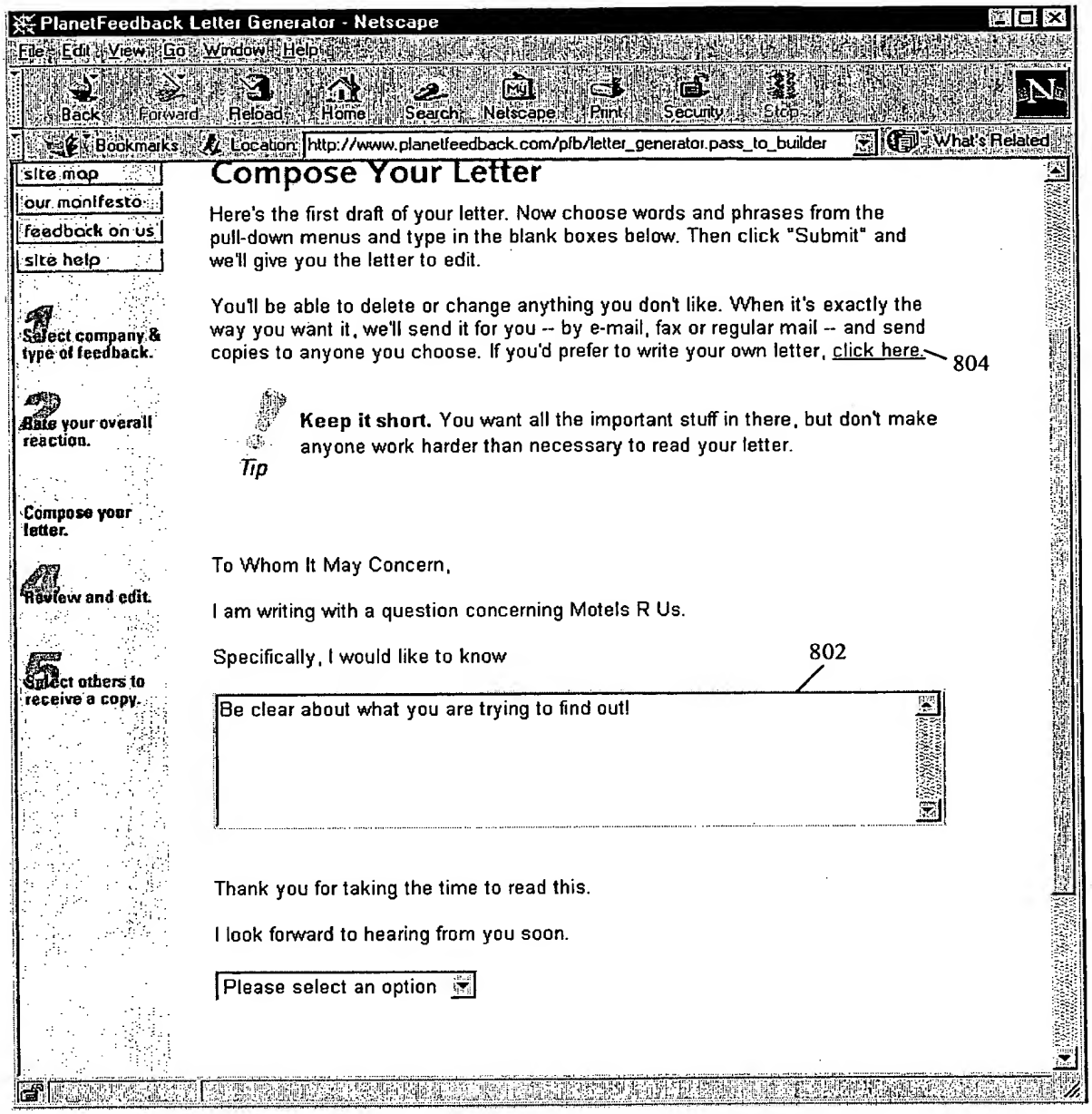
PlanetFeedback Letter Generator - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/letter_generator.pass_to_builder
What's Related
site map
our manifesto
feedback on us
site help
1 Select company & type of feedback.
2 Rate your overall reaction.
Compose your letter.
4 Review and edit.
5 Select others to receive a copy.
Compose Your Letter
Here's the first draft of your letter. Now choose words and phrases from the pull-down menus and type in the blank boxes below. Then click "Submit" and we'll give you the letter to edit.
You'll be able to delete or change anything you don't like. When it's exactly the way you want it, we'll send it for you -- by e-mail, fax or regular mail -- and send copies to anyone you choose. If you'd prefer to write your own letter, click here.
804
Tip
Keep it short. You want all the important stuff in there, but don't make anyone work harder than necessary to read your letter.
To Whom It May Concern,
I am writing with a question concerning Motels R Us.
Specifically, I would like to know
802
Be clear about what you are trying to find out!
Thank you for taking the time to read this.
I look forward to hearing from you soon.
Please select an option

FIG. 8

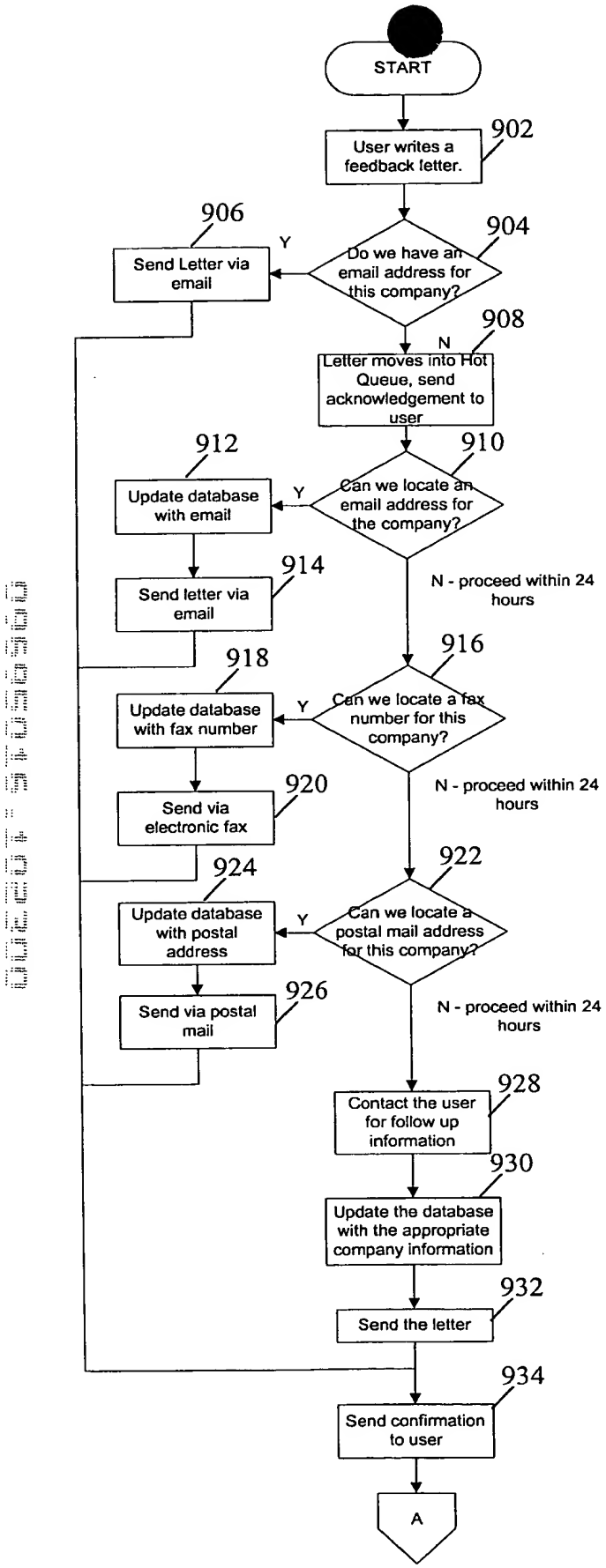
START
User writes a feedback letter.
902
Do we have an email address for this company?
904
Y
Send Letter via email
906
N
Letter moves into Hot Queue, send acknowledgement to user
908
Can we locate an email address for the company?
910
Y
Update database with email
912
N - proceed within 24 hours
Send letter via email
914
Can we locate a fax number for this company?
916
Y
Update database with fax number
918
N - proceed within 24 hours
Send via electronic fax
920
Can we locate a postal mail address for this company?
922
Y
Update database with postal address
924
N - proceed within 24 hours
Send via postal mail
926
Contact the user for follow up information
928
Update the database with the appropriate company information
930
Send the letter
932
Send confirmation to user
934
A

FIG. 9

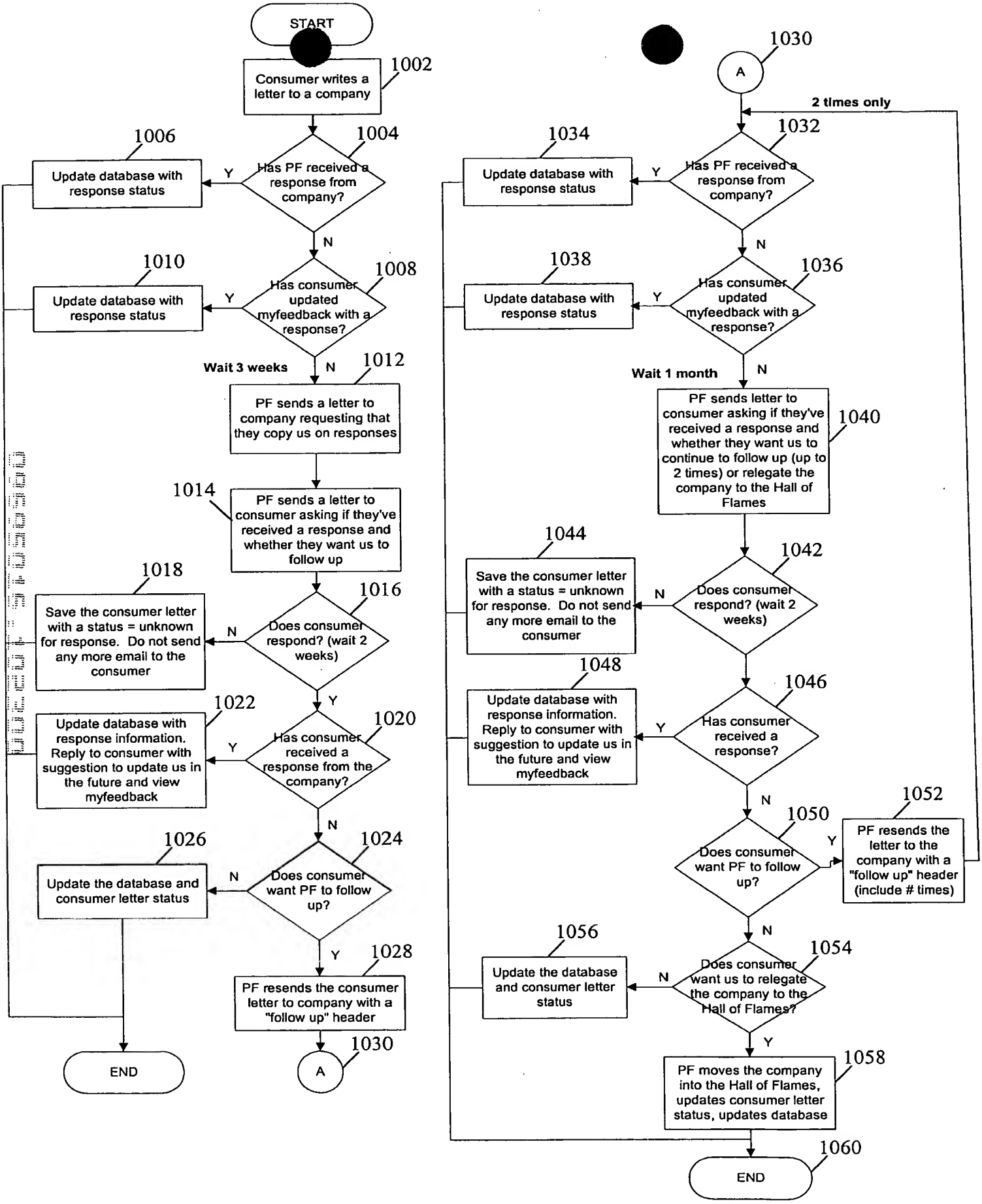
START
Consumer writes a letter to a company
1002
Has PF received a response from company?
1004
Y
Update database with response status
1006
N
Has consumer updated myfeedback with a response?
1008
Y
Update database with response status
1010
N
Wait 3 weeks
PF sends a letter to company requesting that they copy us on responses
1012
PF sends a letter to consumer asking if they've received a response and whether they want us to follow up
1014
Does consumer respond? (wait 2 weeks)
1016
N
Save the consumer letter with a status = unknown for response. Do not send any more email to the consumer
1018
Y
Has consumer received a response from the company?
1020
Y
Update database with response information. Reply to consumer with suggestion to update us in the future and view myfeedback
1022
N
Does consumer want PF to follow up?
1024
N
Update the database and consumer letter status
1026
Y
PF resends the consumer letter to company with a "follow up" header
1028
A
1030
END
A
1030
2 times only
Has PF received a response from company?
1032
Y
Update database with response status
1034
N
Has consumer updated myfeedback with a response?
1036
Y
Update database with response status
1038
N
Wait 1 month
PF sends letter to consumer asking if they've received a response and whether they want us to continue to follow up (up to 2 times) or relegate the company to the Hall of Flames
1040
Does consumer respond? (wait 2 weeks)
1042
N
Save the consumer letter with a status = unknown for response. Do not send any more email to the consumer
1044
Y
Has consumer received a response?
1046
Y
Update database with response information. Reply to consumer with suggestion to update us in the future and view myfeedback
1048
N
Does consumer want PF to follow up?
1050
Y
PF resends the letter to the company with a "follow up" header (include # times)
1052
N
Does consumer want us to relegate the company to the Hall of Flames?
1054
N
Update the database and consumer letter status
1056
Y
PF moves the company into the Hall of Flames, updates consumer letter status, updates database
1058
END
1060

FIG. 10

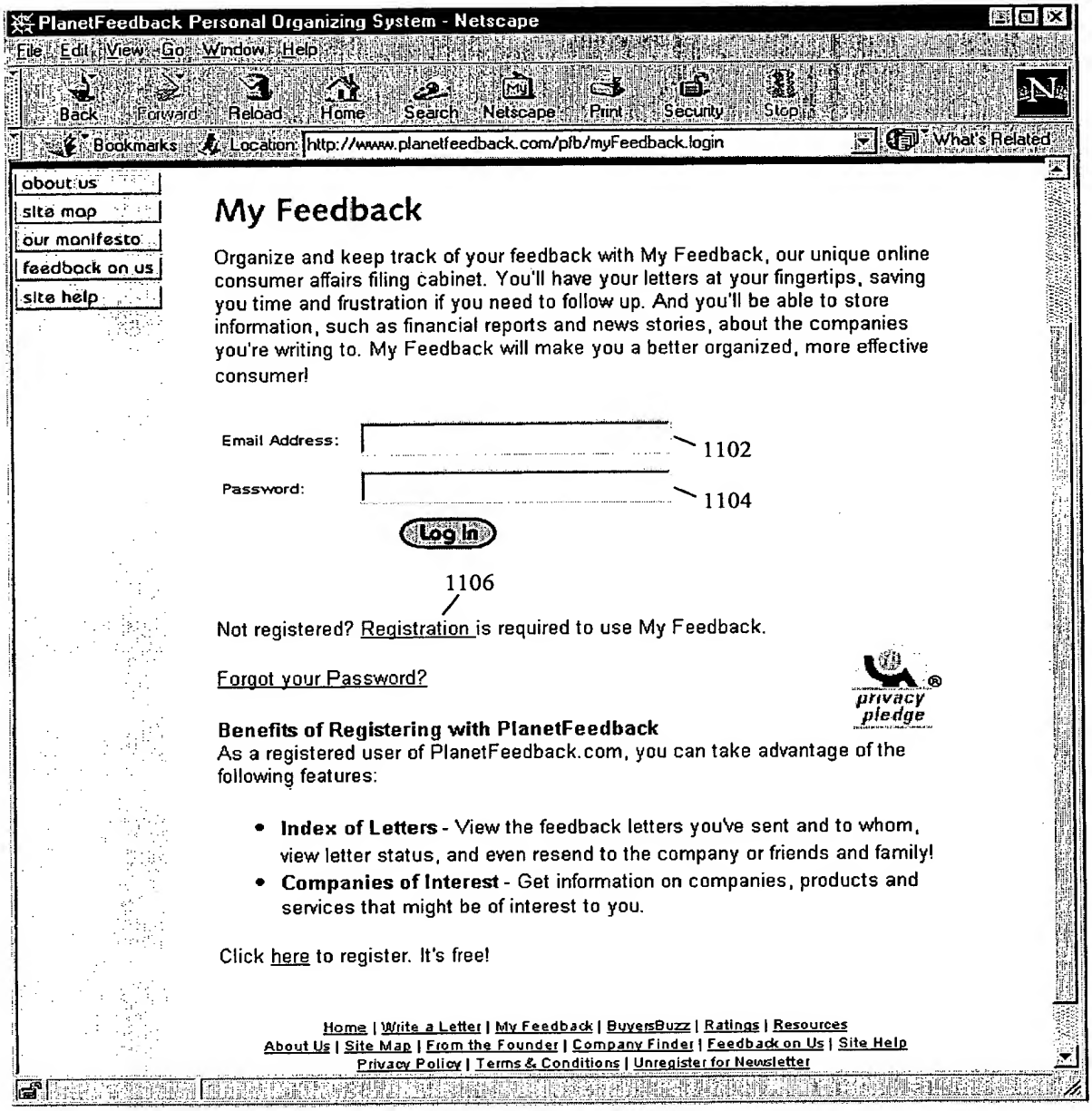
PlanetFeedback Personal Organizing System - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/myFeedback.login
What's Related
about us
site map
our manifesto
feedback on us
site help
My Feedback
Organize and keep track of your feedback with My Feedback, our unique online consumer affairs filing cabinet. You'll have your letters at your fingertips, saving you time and frustration if you need to follow up. And you'll be able to store information, such as financial reports and news stories, about the companies you're writing to. My Feedback will make you a better organized, more effective consumer!
Email Address:
1102
Password:
1104
Log In
1106
Not registered? Registration is required to use My Feedback.
Forgot your Password?
privacy pledge
Benefits of Registering with PlanetFeedback
As a registered user of PlanetFeedback.com, you can take advantage of the following features:
Index of Letters - View the feedback letters you've sent and to whom, view letter status, and even resend to the company or friends and family!
Companies of Interest - Get information on companies, products and services that might be of interest to you.
Click here to register. It's free!
Home | Write a Letter | My Feedback | BuyersBuzz | Ratings | Resources
About Us | Site Map | From the Founder | Company Finder | Feedback on Us | Site Help
Privacy Policy | Terms & Conditions | Unregister for Newsletter

FIG. 11

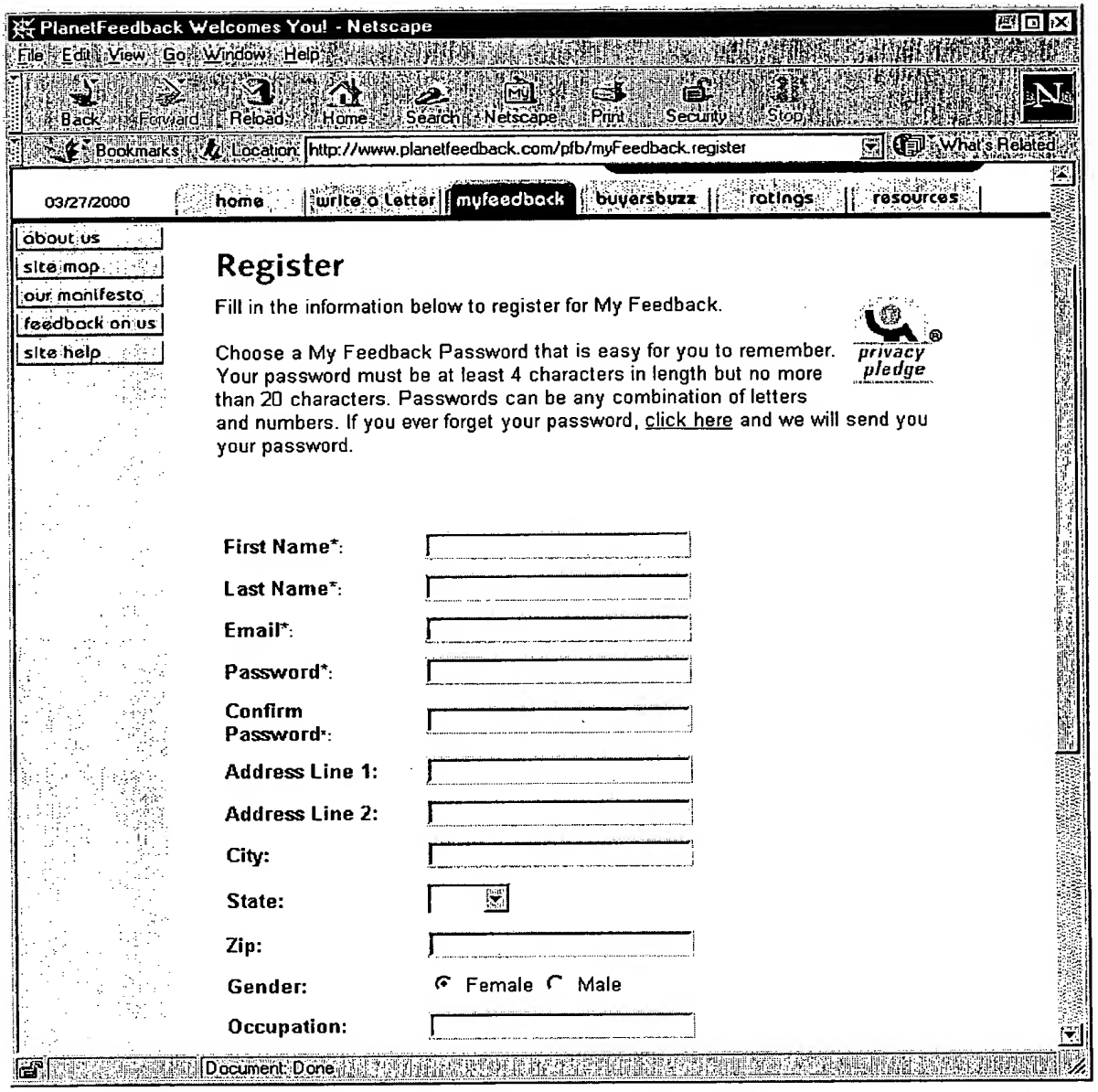
PlanetFeedback Welcomes You! - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/myFeedback.register
What's Related
03/27/2000
home
write a letter
myfeedback
buyersbuzz
ratings
resources
about us
site map
our manifesto
feedback on us
site help
Register
Fill in the information below to register for My Feedback.
privacy pledge
Choose a My Feedback Password that is easy for you to remember. Your password must be at least 4 characters in length but no more than 20 characters. Passwords can be any combination of letters and numbers. If you ever forget your password, click here and we will send you your password.
First Name*:
Last Name*:
Email*:
Password*:
Confirm Password*:
Address Line 1:
Address Line 2:
City:
State:
Zip:
Gender:
Female
Male
Occupation:
Document: Done

FIG. 12

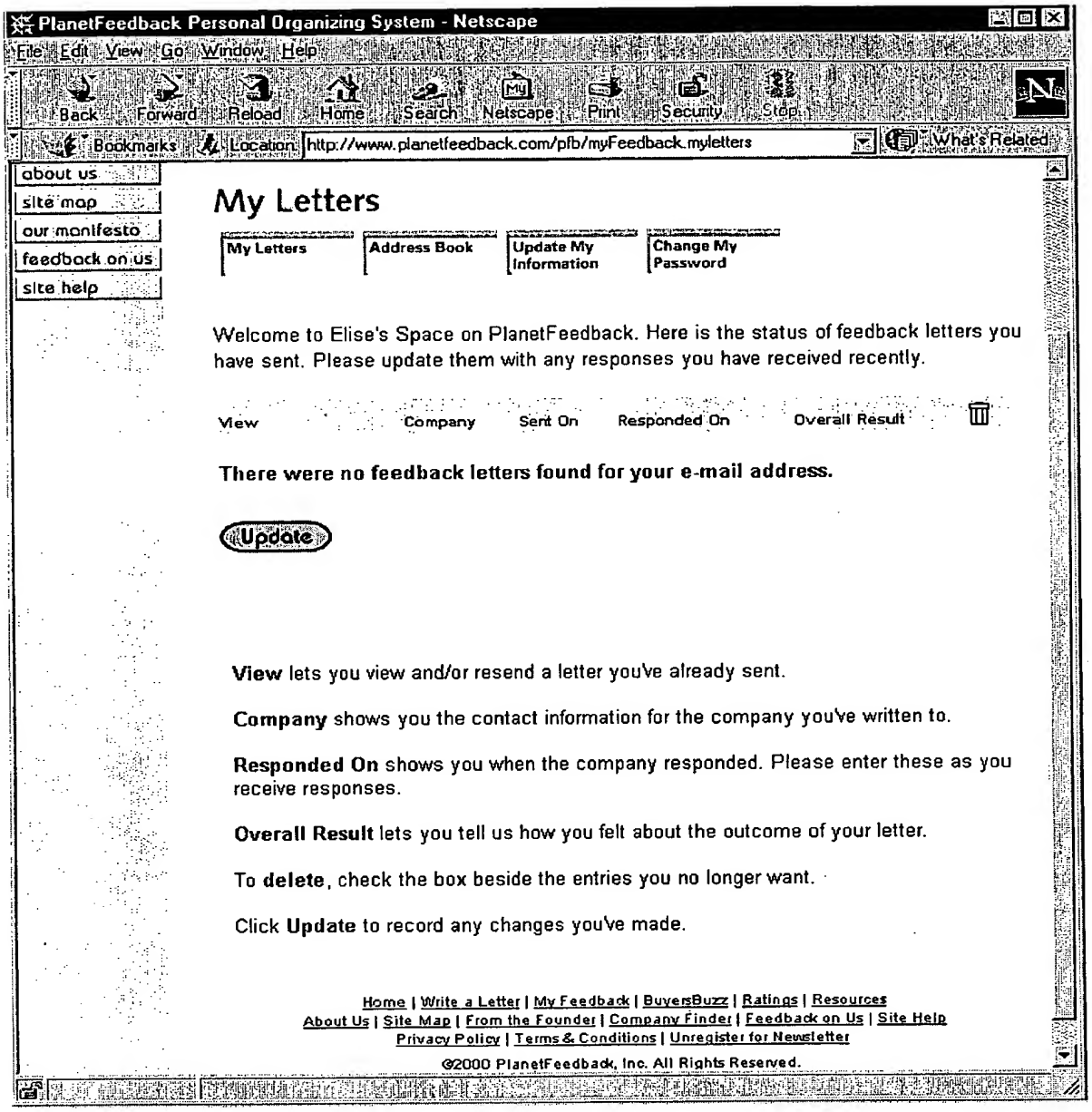
PlanetFeedback Personal Organizing System - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/myFeedback.myletters
What's Related
about us
site map
our manifesto
feedback on us
site help
My Letters
My Letters
Address Book
Update My Information
Change My Password
Welcome to Elise's Space on PlanetFeedback. Here is the status of feedback letters you have sent. Please update them with any responses you have received recently.
View
Company
Sent On
Responded On
Overall Result
There were no feedback letters found for your e-mail address.
Update
View lets you view and/or resend a letter you've already sent.
Company shows you the contact information for the company you've written to.
Responded On shows you when the company responded. Please enter these as you receive responses.
Overall Result lets you tell us how you felt about the outcome of your letter.
To delete, check the box beside the entries you no longer want.
Click Update to record any changes you've made.
Home | Write a Letter | My Feedback | BuyersBuzz | Ratings | Resources
About Us | Site Map | From the Founder | Company Finder | Feedback on Us | Site Help
Privacy Policy | Terms & Conditions | Unregister for Newsletter
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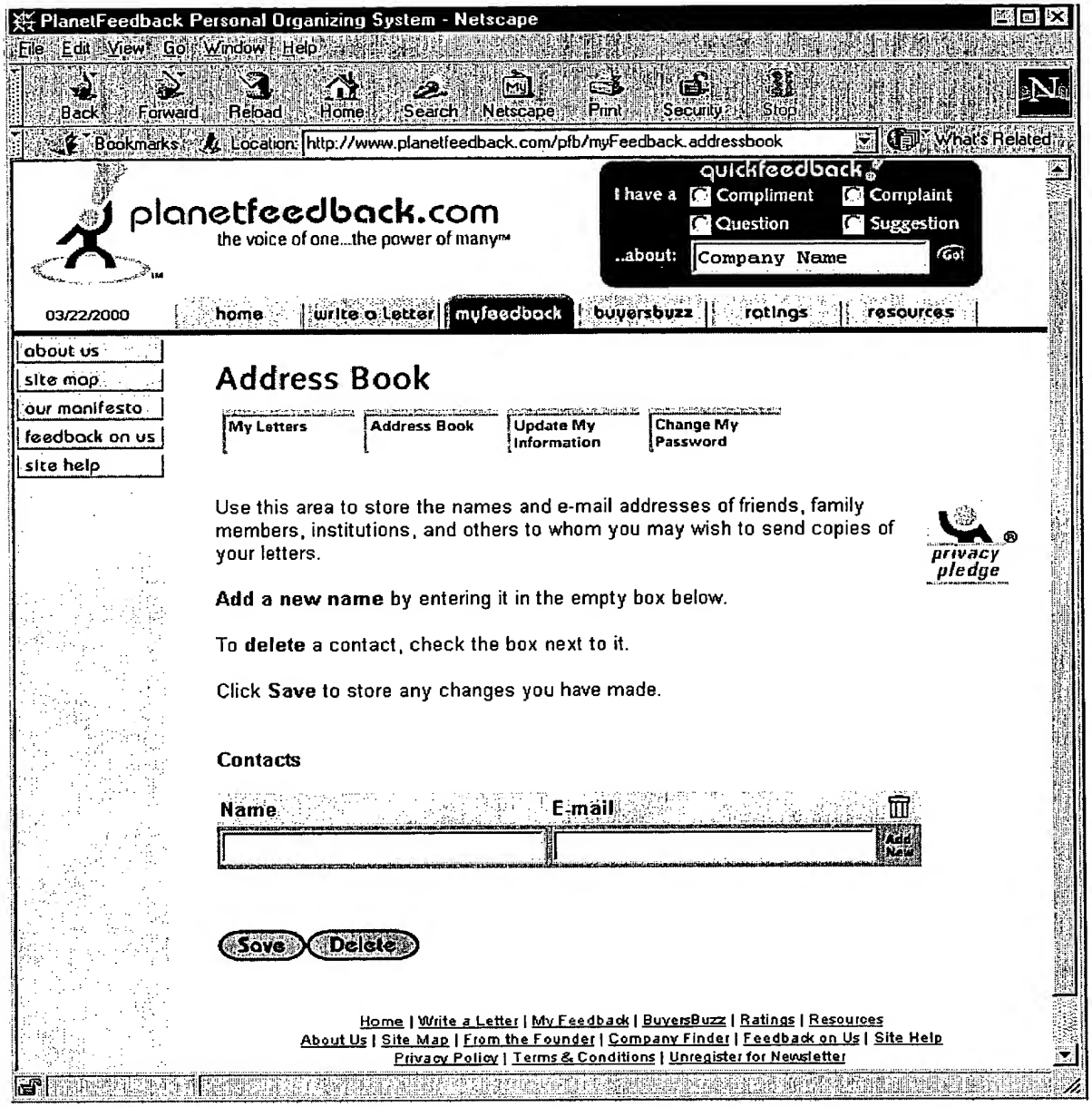
FIG. 13


PlanetFeedback Personal Organizing System - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/myFeedback.addressbook
What's Related
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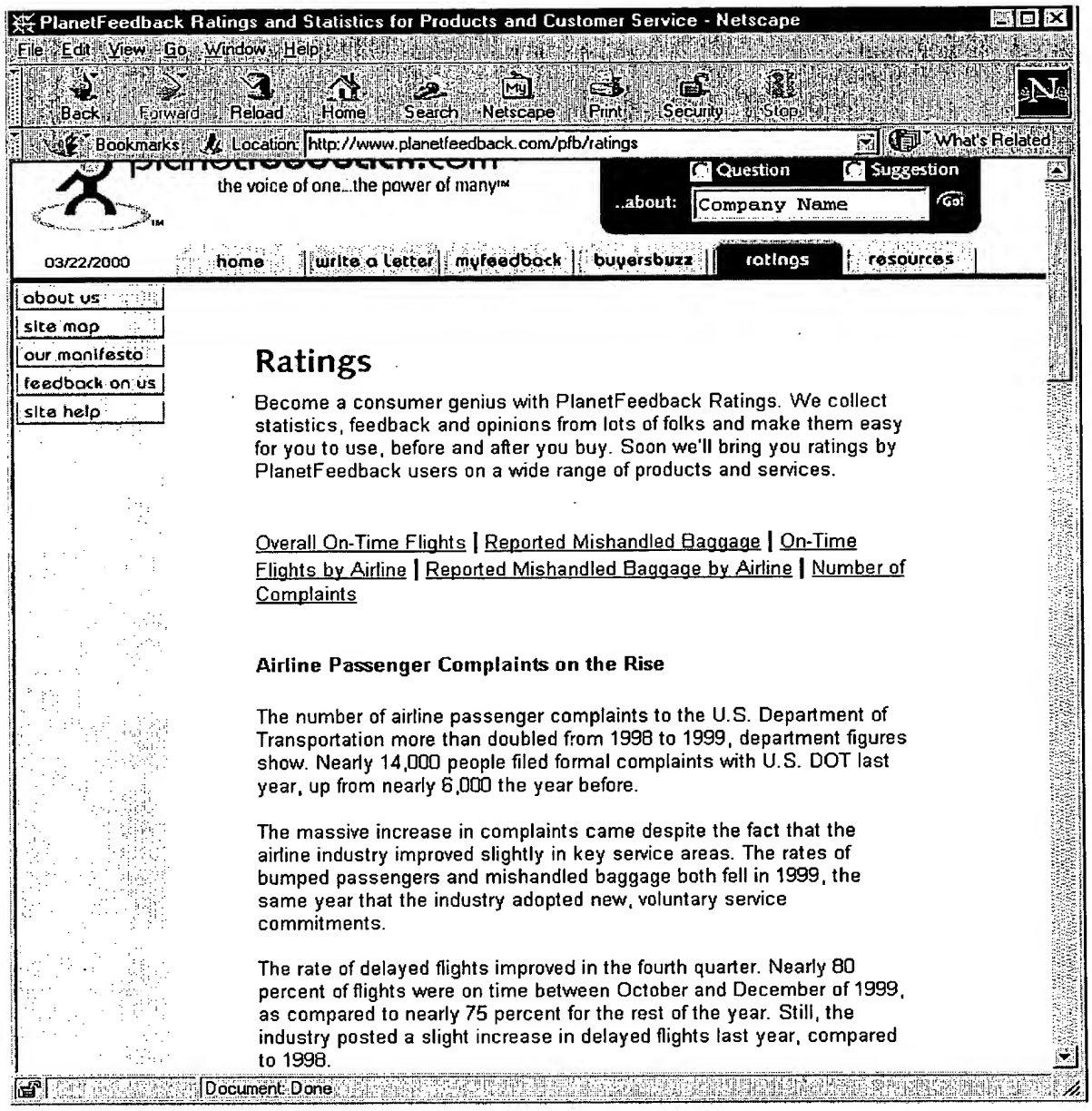
quickfeedback
I have a Compliment Complaint Question Suggestion
..about: Company Name Go!
03/22/2000
home write a Letter myfeedback buyersbuzz ratings resources
about us
site map
our manifesto
feedback on us
site help
Address Book
My Letters
Address Book
Update My Information
Change My Password
Use this area to store the names and e-mail addresses of friends, family members, institutions, and others to whom you may wish to send copies of your letters.
privacy pledge
Add a new name by entering it in the empty box below.
To delete a contact, check the box next to it.
Click Save to store any changes you have made.
Contacts
Name
E-mail
Add New
Save
Delete
Home | Write a Letter | My Feedback | BuyersBuzz | Ratings | Resources
About Us | Site Map | From the Founder | Company Finder | Feedback on Us | Site Help
Privacy Policy | Terms & Conditions | Unregister for Newsletter

FIG. 14


PlanetFeedback Ratings and Statistics for Products and Customer Service - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www.planetfeedback.com/pfb/ratings
What's Related
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Question Suggestion
..about: Company Name Go!
03/22/2000
home
write a letter
myfeedback
buyersbuzz
ratings
resources
about us
site map
our manifesto
feedback on us
site help
Ratings
Become a consumer genius with PlanetFeedback Ratings. We collect statistics, feedback and opinions from lots of folks and make them easy for you to use, before and after you buy. Soon we'll bring you ratings by PlanetFeedback users on a wide range of products and services.
Overall On-Time Flights | Reported Mishandled Baggage | On-Time Flights by Airline | Reported Mishandled Baggage by Airline | Number of Complaints
Airline Passenger Complaints on the Rise
The number of airline passenger complaints to the U.S. Department of Transportation more than doubled from 1998 to 1999, department figures show. Nearly 14,000 people filed formal complaints with U.S. DOT last year, up from nearly 6,000 the year before.
The massive increase in complaints came despite the fact that the airline industry improved slightly in key service areas. The rates of bumped passengers and mishandled baggage both fell in 1999, the same year that the industry adopted new, voluntary service commitments.
The rate of delayed flights improved in the fourth quarter. Nearly 80 percent of flights were on time between October and December of 1999, as compared to nearly 75 percent for the rest of the year. Still, the industry posted a slight increase in delayed flights last year, compared to 1998.
Document: Done

FIG. 15

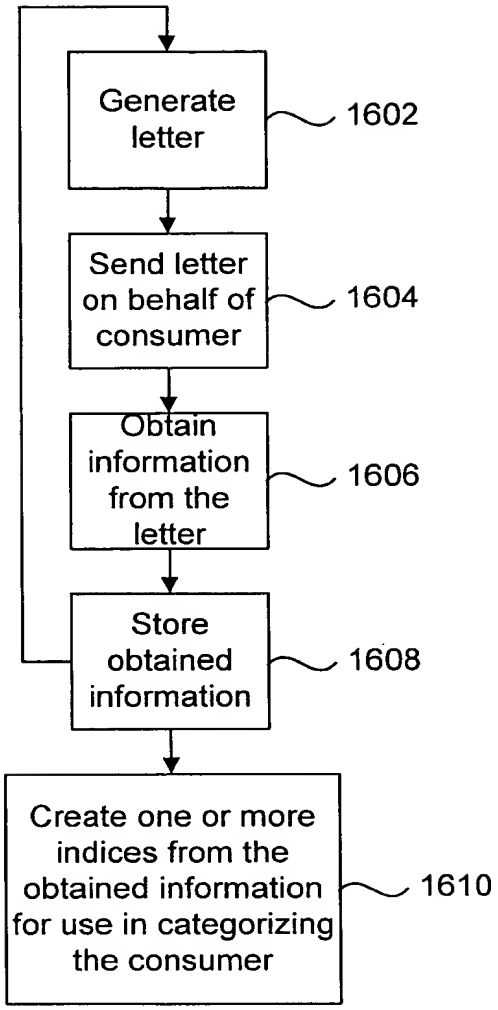
Generate letter
1602
Send letter on behalf of consumer
1604
Obtain information from the letter
1606
Store obtained information
1608
Create one or more indices from the obtained information for use in categorizing the consumer
1610

FIG. 16

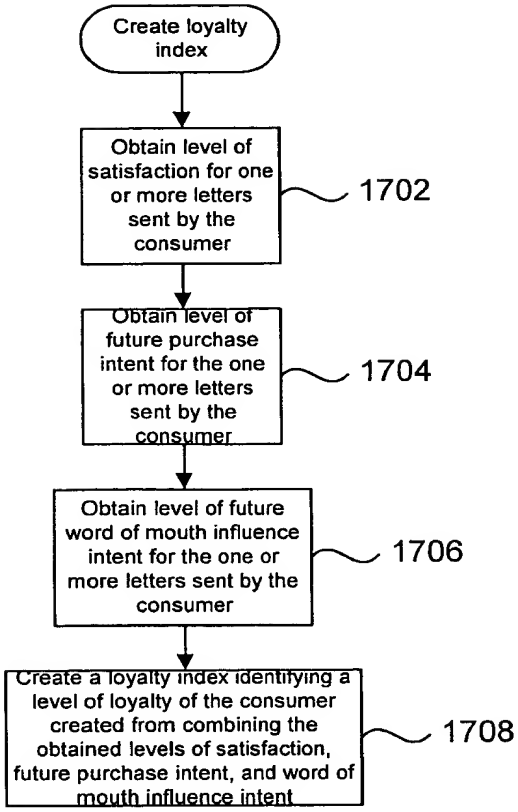
Create loyalty index
Obtain level of satisfaction for one or more letters sent by the consumer
1702
Obtain level of future purchase intent for the one or more letters sent by the consumer
1704
Obtain level of future word of mouth influence intent for the one or more letters sent by the consumer
1706
Create a loyalty index identifying a level of loyalty of the consumer created from combining the obtained levels of satisfaction, future purchase intent, and word of mouth influence intent
1708

FIG. 17

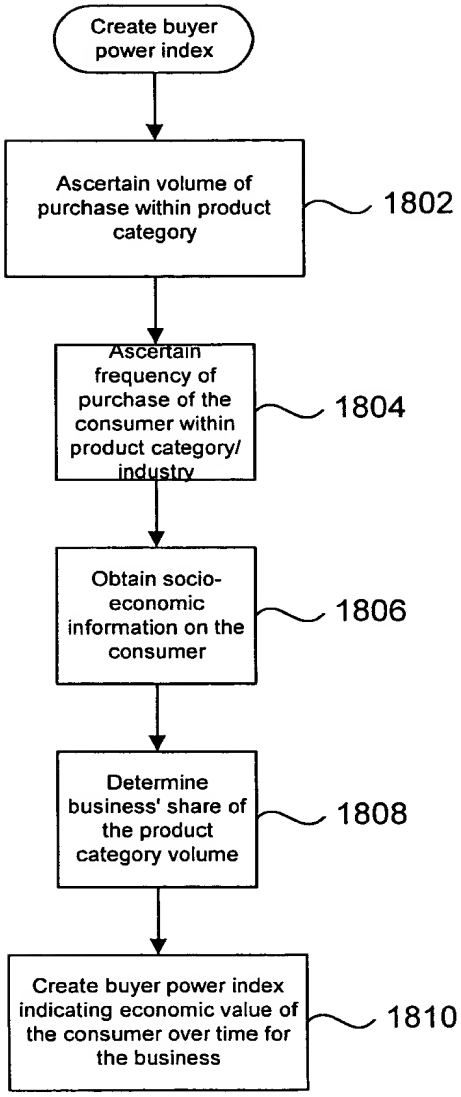
Create buyer power index
Ascertain volume of purchase within product category
1802
Ascertain frequency of purchase of the consumer within product category/ industry
1804
Obtain socio-economic information on the consumer
1806
Determine business' share of the product category volume
1808
Create buyer power index indicating economic value of the consumer over time for the business
1810

FIG. 18

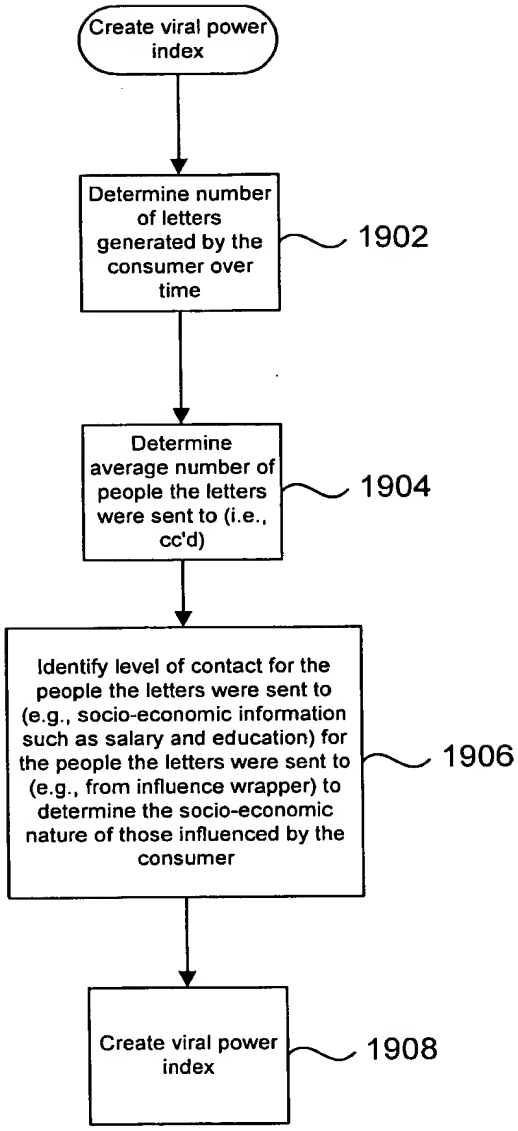
Create viral power index
Determine number of letters generated by the consumer over time
1902
Determine average number of people the letters were sent to (i.e., cc'd)
1904
Identify level of contact for the people the letters were sent to (e.g., socio-economic information such as salary and education) for the people the letters were sent to (e.g., from influence wrapper) to determine the socio-economic nature of those influenced by the consumer
1906
Create viral power index
1908

FIG. 19

DOCUMENT SUBMITTED

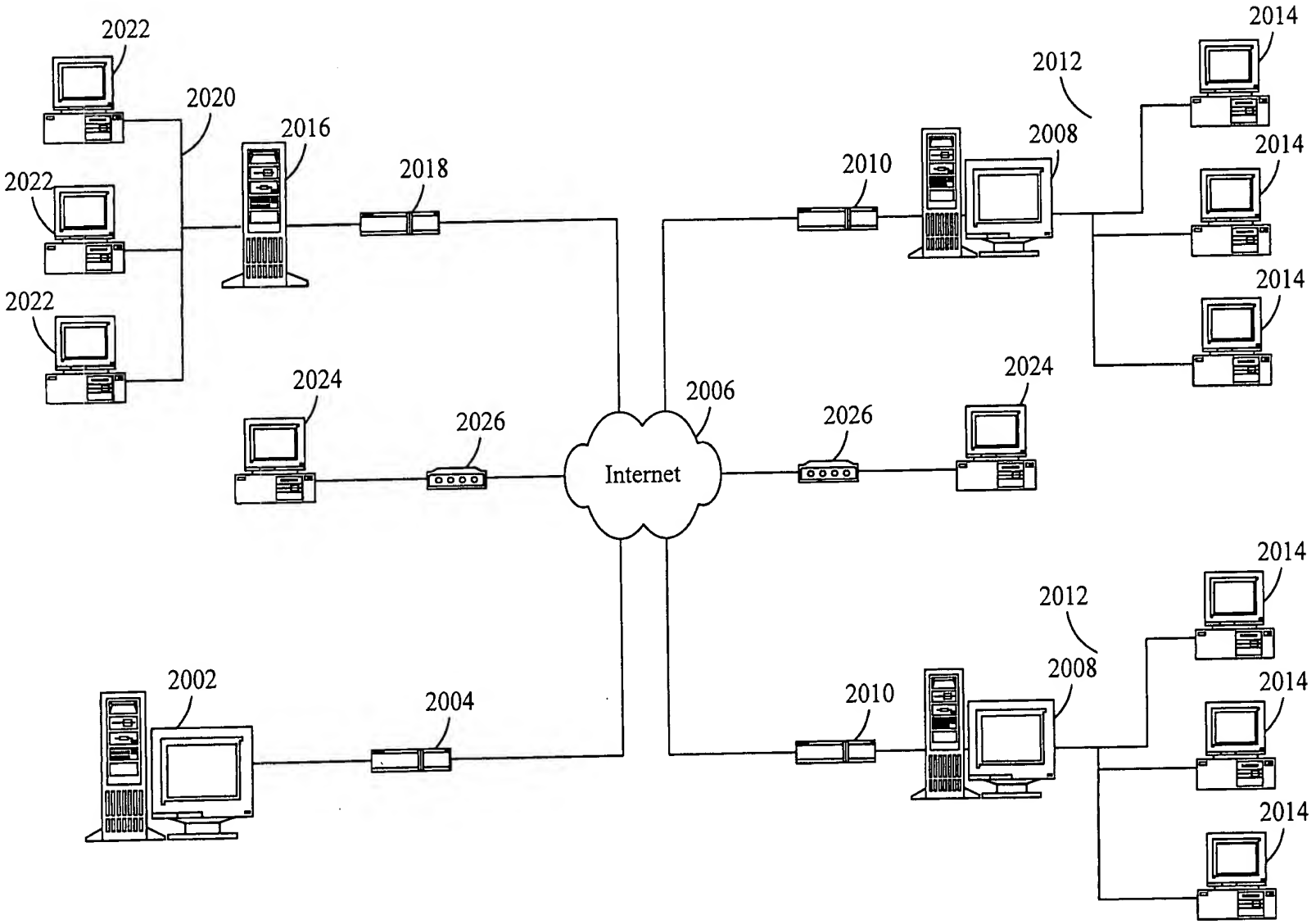

FIG. 20